

10-17/a

20 JAN 1958

Miss Elizabeth Haglund
Coordinator Program Services
Special Projects
National Broadcasting Company, Inc.
RCA Building, Radio City
New York 20, New York

Dear Miss Haglund:

Mr. Dulles has asked me to thank you very much for your letter of 18 December concerning your kind invitation for him to participate on the Sunday afternoon NBC-TV LOOK HERE program.

Mr. Dulles regrets that he cannot accept this offer at this time. However, if at some future time should it be possible for him to participate in the LOOK HERE program with Martin Agronsky, we will certainly let you know.

Your thoughtfulness in inviting Mr. Dulles to appear on your program is indeed appreciated.

Sincerely,

Signed


Executive Officer

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20 January 1958

Distribution:

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10-17

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

December 18, 1957

Mr. Allen Dulles
2430 "E" Street
Washington 25, D. C.

Dear Mr. Dulles:

A major service which network television can perform for its audiences is to broaden their acquaintance with the outstanding individuals of our time--those who are defining, shaping, giving color to the world we live in. Constructive programming of this kind not only informs; it entertains. And often it transforms the merely curious person into a person who cares...about people, ideas, purposes. Those of us who work with NBC's LOOK HERE program constantly seek this result. That is why I am writing to you with this invitation to participate as a guest on our Sunday afternoon NBC-TV LOOK HERE program.

LOOK HERE is a half-hour series developed by Henry Salomon's Special Projects group. The interviewer-host is Peabody Award Winning newsman Martin Agronsky. It is a carefully crafted program, with courtesy to the guest a prime consideration. As you may see from the enclosed list of recent LOOK HERE guests, the point of origination for the interview is selected by the guest so that the broadcast emanates from familiar, comfortable surroundings. We can create the program in almost any corner of the country and beam it across the nation by remote control.

The exact nature of the discussion with you would be determined by advance conferences. LOOK HERE's skilled research staff would make very thorough advance preparation and the time involved for you would be kept to whatever you consider the desirable minimum. When time has been a real problem, some guests have spent as little as two hours in advance of the program, one hour with the researcher and one with Martin Agronsky. Although this program is seen from coast to coast, it is an unsponsored service, and no guest fees are offered.

I hope you will find interest in the idea of taking advantage of this television forum--virtually a platform on which you may present your ideas and activities to an interested American public. I will call you shortly, at which time I hope you will be able to say that you have time, sometime, for LOOK HERE.

Sincerely yours,

Elizabeth Haglund

Elizabeth Haglund
Coordinator Program Services
Special Projects

EH:pap
enc.

Wednesday, October 23, 1957

VARIETY

'In Every Major Figure There's A Story to Be Told': Agronsky

By BOB CHANDLER

NBC newsman Martin Agronsky, who translated a longstanding desire for a major interview stanza of his own into a reality this season with his Sunday afternoon "Look Here" stanza this season, feels he's developed the kind of interview technique which will bring to television major figures from the arts and government who heretofore have shunned the medium.

In support of his contention, he's already lined up John L. Lewis for his first major tv interview on Dec. 22; has got Lester Pearson, who recently won the Nobel Peace Prize, set for Nov. 10; has Rev. Martin Luther King for next Sunday (27) and in the category of non-firsts, has Sen. John Kennedy and tv's own Kukla, Fran & Ollie set for Nov. 24 and 17. Over the past weekend, Aldous Huxley was Agronsky's guest, and a couple of weeks back, it was Howard Fast in an in-depth soul-searching session.

Agronsky's technique is deceptively simple—he operates in the world of ideas, and consequently

(Continued on page 52)

Agronsky

Continued from page 29

his show is a door-opener to those who want to express a major thesis or an intellectual complaint. With Huxley, for example, he examined the author's theory that civilization is on the doorstep of a new social revolution, the domination of man through his subconscious, via the new techniques of subliminal perception, sleep-teaching, tranquilizers, et al.

In the case of Fast, it was to make the point that Fast, prior to his break with Communism, deliberately shut off all intellectual material that might prove heretical or disturbing to his belief—he never read George Orwell's "1984," for example, until his break. In some interviews, the approach is more straightlaced and news-slanted; Agronsky expects to ask Pearson his views on world peace, of course, and in his recent interview in Havana with President Batista, the discussion centered on the Rebellion there.

Overall, however, Agronsky believes there's a major undeveloped television area in the interview of ideas. He approaches each subject differently, never knows what tack he'll take until he talked with the subject prior to broadcast. But he sees in every major figure some kind of story that should be told—in King, for example, he's struck by what he describes as the Negro integration leader's Christ-like and Ghandi-like techniques, and he wants to concentrate on this aspect (King's personality). With Abe Burrows, he sought (not too successfully, he admits, because of Burrows' volatility) to get at the roots of humor as seen by Burrows.

In most cases, Agronsky states, the hard-to-gets have okayed appearances on the show after having seen it on the air or having viewed kinescopes. They appreciate two things, Agronsky states, fair treatment and the opportunity to give their views, controversial or not, in intelligent fashion.

P R E S S
C O M M E N T

TIME
THE WEEKLY NEWSMAGAZINE

SEPTEMBER 23, 1957

Look Here! brings NBC's bowstring-taut Martin Agronsky, 42, into what he calls "the tremendously rich area between Mike Wallace and Ed Murrow." In the paneled, high-ceilinged office of John Foster Dulles, Agronsky tested his new concept—"penetrating the wellsprings of character"—to good effect. By exploring areas that the news panel shows had never found cause to enter, Agronsky made a refreshing switch on the usual Dulles interview. (Sample questions: What does a man feel when he faces a decision that might mean the difference between peace and war? How do you reconcile the doctrine of massive retaliation with the Christian ethic?) . . . the net result was good human drama. "After all," says Agronsky, "this is show business. The interviewer is part actor and must work in dramatic terms."

The success . . . is due largely to Producer Bob Graff, 37, an ex-U.P. reporter who helped put together the award-winning *Assignment: India* and has worked on the *Wisdom* series for three years.

For **Look Here!** (Sun. 3:30 E.D.T.) Graff has drawn up another impressive roster: Dorothy Parker, Arthur Miller and Marilyn Monroe, Edith Hamilton, Jimmy Hoffa, Noel Coward, Jack Kennedy, Ethel Merman, Kukla, Fran and Ollie. He and Agronsky also plan to fly to Havana to interview Dictator Batista via the nation's first "over-the-horizon" TV transmission system, which opened last week. "In every case," says Graff, "we are looking for the real essence of the man. We're trying to show, rather than show up, character."



GRAFF & AGRONSKY

"... a refreshing switch
on the usual
Dulles interview."

"... good human drama."

LOOK HERE 3:30 - 4:00 PM (NYT)
Sundays on NBC-TV

JUNIOR SCHOLASTIC
NEW YORK, N. Y.

OCT 18 1957

LOOK HERE, BOB GRAFF!

Radio-TV Editor Patrick D. Hazard
interviews Robert Graff, producer of *Wisdom* and *Look Here!*

Q. How do your interview shows—*Wisdom* and *Look Here!*—differ from the Ed Murrow and Mike Wallace varieties?

A. The two shows I produce are quite different in conception. Take *Wisdom*, the older series, first. It's an attempt to bring to the broadest possible audience the seminal thinkers and doers of our time. That means that we go for great figures, usually 65 and older, who have distinguished themselves in some field. Obviously we're not trying to knock them down. We want a record for posterity of the giants of our age. So we look for the quintessence of greatness while Mike Wallace sometimes is after feet of clay.

Q. Then is *Look Here!* more like Murrow's *Person to Person*?

A. Not really. Martin Agronsky is a dedicated, mentally agile man who is very adept at engaging others in emotional and intellectual interchanges. There is no overwhelming moral or educational purpose behind this show—it attempts to show the pleasure in lively minds and people. Agronsky is after the "interior drama" of an individual. He wants to get at the heart of a person's philosophy and point of view.

Q. Are you interested in teacher support of your shows?

A. We sure are. As a matter of fact, as evidence of our interest in collaborating with the schools for better television, we have just completed arrangements with Encyclopaedia Britannica Films to

release for school use the 23 *Wisdom* programs already filmed

Q. Do you think that a few shows like this on the off-hours can raise the level of mass taste when counteracted by a great many more mediocre shows on prime time?

A. Any good broadcast must inevitably raise standards of public choice if our philosophical concept of truth has any validity. When the truth is made public, it must prevail. However, thinking people have always been in the minority—even in ancient Athens. But the more qualified teachers we have, the more our country becomes interested in ideas and the more the public will have the taste and appetite for better things of all kinds. I think it is foolish to expect the medium with the broadest base to have aristocratic programming. It shouldn't have. In a democratic society all we can require is that everyone's opinion gets some expression. As long as TV is hospitable to persons of every conceivable opinion it more than fulfills its responsibility. And as Cyprian says for us in his *Wisdom* film, when Americans are educated from their youth to beauty in ideas and buildings and art, they will demand it as adults.

Q. But what does TV do to develop leadership for a democracy?

A. NBC believes that its Special Projects division under Henry Salomon (*Victory at Sea*, *Project 20*, the *Assignment* and *Wisdom* series, among others) contribute to the growth of leadership.



Robert Graff (L), and staff members (center) plan Nov. 17 *Wisdom* interview with Igor Stravinsky (R).

These programs open people's eyes and induce them to think. They stimulate them to vision, and as the Bible says, "Without vision, the people perish."

Q. What are the most exciting special projects NBC-TV has lined up this fall?

A. Teachers should enjoy *Assignment: Southeast Asia*, narrated and written by James A. Michener, a 90-minute color film due this fall or winter; and "The Innocent Years," a *Project 20* analysis of the years before World War I. Of course, don't miss my weekly *Wisdom*—with guests such as Pablo Casals, Bertrand Russell, Robert Frost (Nov. 10), Sir Osbert Sitwell, and Frank Lloyd Wright.

Q. What about the other networks? Which of their programs look most rewarding to you, educationally speaking?

A. Well, I'm looking forward to the CBS-TV *Conquest* series on science, *Twentieth Century* and *The Seven Lively Arts*. See *It Now*, of course, is first and foremost in my book.

SEP 17 1957

NBC Sunday Afternoon Evokes Note of Thanks

By Laurence Laurent

THANK YOU, Mr. Sarnoff.

Thank you for the series of Sunday afternoon programs that began yesterday and which are likely to give the TV audience a better understanding of the world, its problems and its people. (This thank-you note is to Robert Sarnoff, president of the National Broadcasting Company.)



Laurent

The new NBC (WRC-TV) programs began on Sunday. The first was called "Wisdom," a weekly series of visits with outstanding persons of our time. Daniel Catton Rich, director of the Art Institute of Chicago and an authority on modern art, narrated the premiere of "Wisdom," a filmed essay on the septuagenarian Spanish painter and sculptor, Pablo Picasso.

Picasso, whose political views are not universally popular, did not speak during the film. Instead, he was shown doing those things that gave him fame: As a painter, draftsman, sculptor, potter and muralist. I liked Rich's summary:

"For many years Pablo Picasso has chosen to be a member of the French Communist party. We have no sympathy with his politics but we cannot dismiss his art... We recognize Picasso as one of the great creative forces of perhaps our own and any century."

"LOOK HERE!" a live interview series with Martin Agronsky, also had its premiere Sunday. Secretary of State John Foster Dulles was the subject, the program originating from his office.

First shows are often faulty, and this was no exception. Camera work was

routinely unimaginative and there was an unfortunate technical mistake which chopped off Dulles' final words. I cannot be greatly concerned with such minor points, for the program was a superb example of intelligent interviewing.

"LOOK HERE!" obviously, is no headline-hunting program. Agronsky performed, not as a bear-baiting sensationalist, but as a skilled, quiet, working reporter. The viewer was not shocked, but he probably understands more about the motivations and aspirations of the Secretary of State. It was a pleasure, for a change, to see due respect given to one of the world's most vital jobs.

The interview, one reports with pleasure, avoided that TV technique known as "God's angry little man approach." The program, with technical and visual improvements, should be one of the season's most durably rewarding innovations.

FINALLY, there was Wide World's exposition of "Man in Space." This program has improved since last season. It still emphasizes machinery, equipment and scenery, but there is now equal emphasis on the men who guide the mechanical wonders.

QUICK PREVIEWS: Tonight marks the premiere of "Sugarfoot" (ABC, WMAL-TV, 7:30) and "The Eve Arden Show" (8:30, CBS, WTOP-TV). "Sugarfoot" stars Will Hutchins as a cowboy who prefers reasoning to shooting. He's a Henry Fonda type of actor and if you enjoy "talking" Westerns, this is your show.

Miss Arden, successful as "Our Miss Brooks" for several years, has a more adult role. She plays a widow—successful novelist, who is pressured into making a lecture tour. Eve is a superb comedienne. She is supported by the very able Allyn Joslyn in one of the funnier new shows.

OCT 29 1957

Radio and Television

'Look Here' Asks, Not Answers the Questions

By Laurence Laurent

THE AIR IS overflowing with interviews this season. An endless number of singers have been asked about their "latest recording," a countless number of actors and actresses have been asked about their "latest movie," and an unnumbered collection of authors have told interviewers about their "latest book."



Laurent

This is a "wonderful" school of interviewing. The guest or host allows, unerringly, "It's just 'wonderful.'" The object (and final result) of this meeting of minds is not to supply information. It is to promote, publicize and advertise a consumer product.

At the other end of the interview scale is the "Let's Fight" school. The interviewer has a large stock of remarks such as "What?"

"Do you mean to tell me..." and "Now, really!" The object (and final result) of this performance is to allow viewers to see the squirmings and sweatings of a brand-name personality.

Somewhere in the middle of the two extremes is "Look Here" (3:30 p. m., Sundays, NBC, WRC-TV). The object, documented earlier by interviews with John Foster Dulles, Abe Burrows and Aldous Huxley, is to convey the greatest possible amount of information from a man of learning, reputation and ability.

LAST SUNDAY, Martin Agronsky went to Montgomery, Ala., onetime capital of the Confederacy, to inquire about a controversial subject. The interviewee: The Rev. Dr. Martin Luther King, leader of a boycott of public transportation in Montgomery. The interview originated from the Dexter

Agronsky did not let the subject matter drift into the "wonderful" area; nor did he use the "let's fight" approach. The final result was a clear exposition on the drama, the difficulties, the problems and the hopes of the "non-violent resistance" movement in Montgomery.

They agreed that a boycott is an "economic squeeze." Agronsky asked if the Rev. King could "reconcile an economic boycott with the Christian ethic?"

The answer: "We were not seeking to put the bus company out of business. We were working to put justice in business."

The Rev. King pointed out that there are three ways to deal with oppression: Open physical violence; or resignation and acquiescence; or organized non-resistance.

EARLIER in the week the Montgomery Advertiser, in an editorial, asked if Agronsky could ask the Rev. King to "reconcile his approval of exercise 'Bayonet Force in Little Rock' with his advocacy of non-violent resistance in Montgomery."

Gist of the reply: The President had no other alternative... In Little Rock, a police force is enforcing the law of the land.

Other points in the interview: Rev. King is not a "gradualist," because in the South, the term has come to mean "Do-Nothing-ism."

... There is hope for a fair solution to the South's problems, because, for one thing, "bigotry is a very costly thing."... "Both (political) parties must come to the point where they see the morals involved and stop trying to make a political football out of civil rights."

I doubt that any person changed strong views on the South's problems as a result of the interview. I don't doubt that all who saw the interview now have a fuller understanding of the South's problems and its hopes for

GUESTS OF "LOOK HERE"
Sundays, 3:30-4:00
Martin Agronsky, Host-interviewer

Secretary of State John Foster Dulles - from his home, September 15, 1957

Abe Burrows - from his apartment in New York City, September 22.

Cuban President Batista - from the Presidential Palace in Havana, September 29.

Howard Fast - from his home in Teaneck, New Jersey, October 13.

Aldous Huxley - from a friend's studio apartment in New York City, October 20.

Rev. Martin Luther King - from his Dexter Ave. Baptist Church, Montgomery, Ala.
October 27.

Assoc. Justice William O. Douglas - from a tow path along the Chesapeake and
Ohio barge canal, November 3.

Lester Pearson - from the Canadian House of Parliament in Ottawa, November 10.

Kim Stanley - from the Actors Studio in New York, November 17.

Senator John Kennedy - from State House, Boston, Mass., November 24.

Burr Tillstrom - from his home in Chicago, December 1.

Benny Goodman - from the Empire Room of the Waldorf-Astoria Hotel, December 15.

John L. Lewis - from Washington, January 5, 1958

Sam Rayburn - from Washington, January 12

Eastern

WBAL-TV Baltimore, Md.
 WBUF-TV Buffalo, NY
 WNBC Hartford, Conn.
 WJAC-TV Johnstown, Pa.
 WGAL-TV Lancaster, Pa.
 WRCA-TV New York, NY
 WRCV-TV Philadelphia, Pa.
 WJAR-TV Providence, R. I.
 WROC-TV Rochester, NY
 WRGB Schenectady, NY
 WRC-TV Washington, DC
 WBRE-TV Wilkes-Barre, Pa.
 WBZ-TV Boston, Mass.
 WGBH Boston, Mass.

Central

WOC-TV Davenport, Iowa
 WWJ-TV Detroit, Mich.
 WFBM-TV Indianapolis, Ind.
 KDAF-TV Kansas City, Mo.
 WAVE-TV Louisville, Ky.
 WTMJ-TV Milwaukee, Wis.
 KMTV Omaha, Neb.
 KSD-TV St. Louis, Mo.
 KSTP-TV St. Paul, Minn.
 KARD-TV Wichita, Kan.
 WFMJ-TV Youngstown, Ohio
 WCIA Champaign, Ill.
 KOME-TV Columbia, Mo.
 WDSM-TV Duluth, Minn.
 WEAH-TV Eau Claire, Wis.
 WDAY-TV Fargo, ND
 KCKT-TV Great Bend, Kan.
 WSIL-TV Harrisburg, Ill.
 WMTV Madison, Wis.
 WMBV-TV Marinette, Wis.
 WPSD-TV Paducah, Ky.
 WEEK-TV Peoria, Ill.
 KOAN-TV Pittsburg, Kan.
 KROC-TV Rochester, Minn.
 WNEM-TV Bay City, Mich.
 KTIV Sioux City, Iowa
 KITV Springfield, Mo.
 KWML-TV Waterloo, Iowa

WVEC-TV Norfolk, Va.
 WFLA-TV Tampa, Fla.
 WALE-TV Albany, Ga.
 WJEF Augusta, Ga.
 WBRZ Baton Rouge, La.
 WSOC-TV Charlotte, NC
 WROP-TV Chattanooga, Tenn.
 WTVH Columbus, Ga.
 WSVA-TV Harrisonburg, Va.
 WDAM-TV Hattiesburg, Miss.
 KFLC-TV Lake Charles, La.
 WSFA-TV Montgomery, Ala.
 WSAV-TV Savannah, Ga.
 KTBS-TV Shreveport, La.
 WFTN Washington, NC
 WTRF-TV Wheeling, W. Va.

S'West

WRAP-TV Fort Worth, Tex.
 WDAI-TV San Antonio, Tex.
 KGEZ-TV Amarillo, Tex.
 KRIS-TV Corpus Christi, Tex.
 KFSA-TV Fort Smith, Ark.
 KARK-TV Little Rock, Ark.
 KCED-TV Lubbock, Tex.

Western

KTUT Salt Lake City, Utah
 KMG-TV Fresno, Cal.
 KRCA Los Angeles, Cal.
 KPTV Portland, Ore.
 KCRA-TV Sacramento, Cal.
 KFSD-TV San Diego, Cal.
 KRON-TV San Francisco, Cal.
 KOMO-TV Seattle, Wash.
 KGEZ Kalaspell, Mont.
 KHDG-TV Colorado Springs, Colo.
 KTSM-TV El Paso, Tex.
 KVAL-TV Eugene, Ore.
 KLRJ-TV Las Vegas, Nev.
 KVAR Phoenix, Ariz.
 KCSJ-TV Pueblo, Colo.
 KSWS-TV Roswell, N. M.

S'East - S'Central

WSAZ-TV Huntington, W. Va.
 WMOT Memphis, Tenn.
 WSM-TV Nashville, Tenn.

12/1/57